

PROFESSIONAL CONTENT AND COPY, CREATION AND EDITING

PORTFOLIO

Kyla Sims

kyla.sims@gmail.com

604-649-6763



A glowing lightbulb sits on a dark, textured wooden surface. The lightbulb is illuminated from within, casting a warm glow. The background is a solid, muted pink color.

CONTENTS

INSIDE YOU WILL FIND:

- Article highlighting research and analysis
- Company stories told through web copy and social media branding
- Biography story
- Webinar script excerpt

THE UBERFICATION OF HEALTHCARE

The sharing economy is booming. With the rise of apps like Uber, Lyft, and Airbnb, people are getting paid for sharing, and consumers are getting access to services at a reduced cost. Industries are now looking to Uber (the poster child for this market revolution) to model their own game-changing service—including the healthcare industry.



With the rise of smartphone technologies and development of lower cost health tech, there are more and more convenient and inexpensive ways to connect providers and consumers. There are in fact a growing number of services offering on-demand medical services like medication delivery, house calls, and telemedicine (think Skyping with your doctor) —but none of these has shown itself as the clear front-runner in changing the face of healthcare services as we know it.

In other words, we haven't seen the new health-Uber yet. But why not?

UBER ECONOMICS

By subverting the 'middle men', consumers and providers are avoiding the transaction costs that drive up the price of services like hotel rooms and taxi rides. Some institutional costs of doing business are also subverted by the sharing economy. For example, Taxi drivers have to pay an exorbitant price for a license to do business.

Costs like this are worked into the cost of a ride, i.e. the cost is passed on to the consumer. There is also a cap on the number of licenses awarded in a particular city, increasing the value of these licenses even more while decreasing the number of providers in the market. With apps like Uber, the driver only needs access to a smartphone and a consenting consumer, thereby lowering the cost of doing business significantly and increasing the number of potential providers that can enter the market. In turn, the cost of using the service is reduced at least two-fold.

BARRIERS TO UBERIFICATION

The current on-demand models of healthcare services are not nearly as profitable as Uber, and thus not as sustainable. Although the cost of a particular healthcare transaction will be significantly higher than what it costs to get a ride across town, the number of transactions per year will be significantly lower for on-demand health services than Uber rides. The higher revenue does not compensate for the lower number of transactions.

In healthcare industries like Canada's, consumers are also less likely to pay out of pocket for healthcare services compared to other services.

Unlike other on-demand services, consumers are also less likely to use an Uber-like app for healthcare because of novelty or convenience—the primary concern of consumers when seeking healthcare is quality.

Another impediment to the growth of this industry is its current inability to access the greatest marketing tool – word of mouth. Consumers are less likely to talk about their health experiences, which stops organic consumer awareness—this means it costs more to actually acquire customers.

Furthermore, customer feedback and experience becomes considerably more integral to the operation and dissemination of the services than the traditional shared economy service. A bad diagnosis or treatment is much worse for a service's reputation than a trip across town with a rude driver or staying in an untidy house.

THE POSSIBLE RAMIFICATIONS OF UBER HEALTH

If a provider is able to overcome all of the potential barriers to success with the Uber model for healthcare, then we should also consider who will stand to lose out. To say hotel chains and taxi drivers were upset by the rise of these sharing economy services would be a grave understatement. So who

stands to be jilted in the uberfication of healthcare? Doctors? Hospitals? Insurers? In a universal system, would the government stand to lose?

In 'universal' healthcare systems like Canada's, uberfication could potentially create a stratified healthcare system where those who can afford premium on-demand services will have access to the best technologies, doctors, and specialists—much like a private payer healthcare system. The best doctors would have an incentive to join the payer system to avoid significant overhead and gain more flexible hours, never mind profit. The healthcare industry is also much more profitable than the taxi industry—and with the potential for profit is the potential for nefarious partnerships and sponsorships from pharmaceutical companies, and affiliated research groups, which could impact the quality of care that patients are receiving.

Uber models help relieve poverty by opening up the market to those providers that would normally be priced out of offering their services. Sharing economy services rely on feedback from consumers, not regulatory bodies, which would be extremely problematic in the healthcare industry. People want experienced doctors and quality healthcare, which

requires expensive educations, licenses and regulatory bodies to ensure patient safety. There is considerable incentive for providers and consumers to keep the barriers to entry high. In this way, the healthcare industry is not likely to be modeled after a sharing economy service like Uber.

THE NEXT GAME-CHANGER IN HEALTHCARE

So who aims to win out in this 3-trillion-dollar industry? With the increase of medical data being digitized and the rise of healthcare monitoring technologies, some argue that whoever is able to use this new wealth of data is going to dominate, though how they intend to use it is going to determine the direction of the next shift. Others have made the argument that those who are able to successfully scale the specialization tele-medicine model that already exists will ultimately win-out. If a provider can reduce or at least maintain the current cost of the service, and still provide quality care on-demand, they will have a solid opportunity in the market. For now, at least in Canada it will be specialists, complimentary healthcare professionals and mental healthcare professionals who exist outside of the subsidized system that are destined to truly profit from this model.

PROJECT: WEBSITE REDESIGN, MAY 2012

CREDIT: COPY, DESIGN, STORY AND BRANDING

THE
BURNABY BREWING

COMPANY

S I N C E 1 9 9 2

HOME

OUR STORY

BEERS

WINES

CONTACT

FAQ

OUR STORY

Jim Lanzo opened the Burnaby Brewing Company in 1992 with the intention of bringing a high quality U-Brew experience to North Burnaby. Within the year a second floor was commissioned to be built to house a wine making and bottling facility. By 1993 the Winery was up and running.

After years of brewing extract beers the company felt it was important to bring a higher standard of U-Brewing experience to their customers and purchased the equipment necessary to begin brewing All Grain beers. The response was overwhelmingly positive. Customers and brewing staff alike were excited to experiment and develop their own specialty beers and recipes while also mastering the customer favourites. Today customers enjoy brewing and bottling their favourites, while some try their hand at developing their own tweaks and changes to some time tested favourites.

Today the winery is busy as ever as customers continually rave about our quality and selection. Elke Kloster, manager and wine specialist has even developed her own blends, Burnaby Brewing Exotica and Burnaby Brewing Exotica White. Both of these wines have quickly become staff and customer favourites and are our top sellers. The winery has also recently acquired some new filling equipment that has made bottling wine even more easy and enjoyable.

Regardless of whether you choose to brew All Grain, Extract, or even Wine, Burnaby Brewing is where you brew your best.



PROJECT: BPANA WEBSITE DESIGN AND ASSOCIATION RE-LAUNCH, AUGUST 2015

CREDIT: COPY, CONTENT, RESEARCH, DESIGN, VISION MAPPING



VISION

The vision of the BPANA is to be a strong voice in the Canadian and USA healthcare systems and to ensure the optimal health of North Americans through the active promotion of the art and science of Bowen Therapy and the advancement of its practice.



PURPOSE

- Maintaining database of registered practitioners who meet standards of practice in their work
- Enforcing the educational, ethical and practice standards that practitioners need to meet to become and stay on the register



VALUES

- Accountability, Consistency, and Fairness
- Professional excellence
- Providing top quality healthcare
- Accessibility & Transparency

OBJECTIVES

- **Promote** and **develop** the science, art, philosophy and practice of Bowen Therapy.
- **Educate** public concerning the benefits to be derived from Bowen Therapy, its history, its success in treating a wide range of conditions afflicting many individuals from infants to the elderly and publish and disseminate information to this end.
- **Unite** for their mutual interest, Bowen Therapy in Canada and USA and promote **scientific interest** and **investigation** in the field of Bowen Therapy.
- **Foster** and **encourage** professional, educational and social activities among the members of the Association.
- **Facilitate** transparency of educational requirements for practitioners of the healing art of Bowen Therapy and support the **highest standards** of professional training, competency and qualifications for Bowen Practitioners.
- **Lobby** for the extended medical coverage for Bowen Therapy in North America
- **Promote** confidence in Bowen Therapy as a primary choice in the field of complementary, natural and traditional therapies
- **Develop** increasing professionalism and high standards of professional practice among members through formal studies and continuing education requirements.
- **Carry Out** the above activities at the national level and assist or collaborate with constituent associations in matters of mutual interest.

FEEL
BETTER
NATURALLY

Cornerstone Health Centre

3335 W 4TH AVE

604-732-6222



Cornerstone Health

@CornerstoneDrs · FOLLOWS YOU

We're a team of doctors committed to optimizing your health through safe and effective methods. 604-732-6222

📍 3335 West 4th Ave., Vancouver

🌐 cornerstonehealthcentre.ca

📅 Joined February 2014

✉ Tweet to

💬 Message

TWEETS
1,197

FOLLOWING
434

FOLLOWERS
301

LIKES
79

LISTS
1



Following

Tweets

Tweets & replies

Media



Cornerstone Health @CornerstoneDrs · Jun 21

. @NaturesRevival is back at it, #transforming lives tonight with their integrity series. If you haven't, do it:



Complete Self Transformation: Integrity Worksho...

Join from PC, Mac, Linux, iOS or Android: Meeting ID: 377 735 2404 Choose In to Your Life with Complete Self-Transformation! How would You like to Live You...

PROJECT: SOCIAL MEDIA REBRAND AND LAUNCH, JANUARY 2015

CREDIT: SOCIAL MEDIA AND MARKETING MANAGER, DESIGN

DR. MANON BOLLIGER, ND BIOGRAPHY, FEBRUARY 2015



With a deep personal connection to health advocacy, Dr. Manon Bolliger is a dedicated proponent of patient consciousness in the healing process. Devoted to a healing movement that emphasizes listening to our symptoms rather than trying to cover them up, she helps her patients and students understand the vital role they have to play in their own unique healing process. Dr. Bolliger propels this vision through her work as a naturopathic doctor and esteemed homeopath, author, founder of Bowen College, and director of Cornerstone Health Centre. Her passion for motivating students, patients, and healthcare professionals alike has made her a sought-after educator, thought leader, visionary and healing expert.

Dr. Bolliger helps patients discover that freedom is health – on a physical, emotional, mental and spiritual level. From rural farmers in Nova Scotia, Corporate CEO's in Toronto and Tri-Athletes in BC, Dr. Bolliger's expertise has guided thousands of patients and helped them learn how to listen to their bodies and heal.

Dr. Bolliger's training in Bowen began in 1992. Inspired by the endless possibilities inherent in this dynamic and evolving technique, by 1997 she had become one of the most experienced and recognized instructors of Bowen Technique in Canada and the world. The Bowen College was the first Canadian College of its kind, founded by Dr. Bolliger to embrace the legacy of Tom Bowen and

incorporate her years of experience and expertise into programs that educate practitioners and patients from all walks of life, on how to bring effective, pain-free healing to their patients, clients, friends, family and loved ones. Bowen College is home to BowenFirst™ Therapy, an approach to Bowen that Dr. Bolliger developed in her years of experience, teaching, training and practicing as a naturopathic doctor. BowenFirst™ Therapy incorporates and is consistent with, current research on mind-body integration that educates her students on a more holistic and advanced level of practice and care.

As founder of Bowen College, Dr. Bolliger has taught thousands of professional health care practitioners, including NDs, MDs, psychologists, Nurses, homeopaths, RMTs, Chiropractors, Doctors of Osteopathy and many other practitioners in the healing arts, how to bring pain-free healing to their patients with BowenFirst™ Therapy.

As an educator and mentor, she has found that practitioners and patients are seeking a deeper level of healing. In 2016 she is suspending her practice in order to focus her attention on bringing BowenFirst™ Therapy to the world, and raising patient and practitioner consciousness to embrace a new paradigm of healing – that healing starts with you. She endeavors not only to bring BowenFirst™ Therapy to the masses, but to cultivate a new paradigm of healing that focuses on connection – to ourselves, to our patients, to each other, and to our bodies. She shows her students and patients that connection is truly where healing takes place. Not only has she mentored students and healthcare providers in this vision of deeper healing, but her goal to put healing back into the hands of patients so they can own their health, is to show that anyone can heal, and anyone can be a healer – because how you live, is how you heal.

PROJECT: WEBINAR SCRIPT

CREDIT: COPY CONSULTATION AND WRITING



One of the biggest problem facing professional healthcare providers today is creating a sustainable business. Professionals like you are trying to make ends meet while working long hours, and struggling to understand the marketing and technology strategies needed to support your business. What if you could rely just on referral business? What if you could create a practice with loyal patients who will never leave you and would refer everyone they know?

I understand, getting rich wasn't really the reason you became a healthcare provider. You wanted to help. You are a giver at heart. Now that you are in your practice, you are having a hard time reconciling your role as a care provider, with trying to keep your head above water financially. I see this all the time. The most helpful and caring people enter into the healthcare industry, but too often these same practitioners are discounting their services and their value just to keep patients in the office. We've been conditioned to think that as a care provider, we don't deserve to be making money – that the role of a healer is not financially rewarding! Some of us even feel bad for profiting off patients! We just want to be free to do what we are best at, helping people, without having to think about money or business.

So what if there really was a way, by simply implementing a few different techniques in your practice, that could totally change everything? What if there was a way to change your practice forever, that would give you more of what you love and want, without actually doing more work?

In this video series, I am going to show you the 9 hidden elements at play that are holding you back and how to finally overcome your scarcity mindset to transform your practice and life into abundance on every level.



THANK YOU

LIKE WHAT YOU SEE? LET'S TALK

KYLA.SIMS@GMAIL.COM

604-649-6763